MEJO 182: **Foundations of Graphic Design**

A primer on the principles and practices of visual communication

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Office Hours
Tuesdays & Thursdays: 12:45pm – 2pm

Description and Policies

Course Description

Visual design is a problem solving endeavor. In *MEJO 182: Introduction to Graphic Design* you will learn the basic principles of visual communication and how to apply them in concert with design methodologies in order to solve communication and design problems.

During this class you will use Adobe Illustrator, a vector-based drawing program; Adobe Photoshop, an image creation and processing program; and Adobe InDesign, a page layout program which allows you to assemble images and text into multi-page documents.

Building design expertise comes with practice and this class is comprised of a series of readings, homework assignments, exercises, and projects. Design is also an intellectual activity so we will have discussions and reviews (i.e., critiques) of your work during the semester to help further your understanding of the design principles and processes involved. Because of the structure of this course attendance is necessary for learning and is required (unexcused absences will affect your final grade). **Deadlines are fixed.** If you need to miss a class it is your responsibility to inform me in advance and to subsequently make up the work. You are expected to conduct yourselves within the guidelines of the UNC-CH Honor Code (see p. 9). All work must be completed with the high level of honesty and integrity that this university demands.

Goals of the Course

There are three primary goals for this class:

Software and Production Skills: You should finish the semester with a working knowledge of the three software packages which will enable you to continue learning as you engage in a range of visual design projects.

Design Fundamentals: You should have a basic understanding of how to apply fundamental design principles and graphic design theory to solve problems.

Portfolio: By the end of the course you will have completed three projects suitable for starting a portfolio. As mentioned earlier design is an intellectual endeavor and an on-going process. This class will not turn you into an expert in design or design software but I hope that you will finish the semester with an appreciation for the design process, a set of useful skills, and a solid foundation for continued learning.

Required Materials

You will be required to use LinkedIn Learning for this course and video tutorials will be made available to you on this site: **https://software.sites.unc.edu/linkedin/** . The tutorials will sometimes be assigned for required viewing.

Additionally, I will assign videos for specific exercises and skills. I will also assign a variety of required reading materials and websites to be supplied during the semester.

Sakai, https://sakai.unc.edu, will house our course website.

Textbook

Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design
Armin Vit and Bryony Gomez Palacio (2009) - Rockport Publishing
ISBN: 9781592534470

Items to purchase

Backup tools
USB flash drive, portable hard drive or Dropbox.com account. Remember that you are responsible for backing up your work. No deadline will be extended due to a loss of files.

Sketchbook
You will need to roughly sketch your ideas when exploring new concepts. Don't worry about your drawing skill level.

Supplemental Readings & Resources

Meggs' History of Graphic Design (6th Edition)
Philip B. Meggs and Alston W. Purvis (2016) - Wiley & Sons
ISBN: 9781118772058

Graphic Design Solutions (6th Edition)
Robin Landa (2019) - Wadsworth Cengage Learning
ISBN: 9781337554053

Assignments and Grading

Grading

This is a project-oriented course with grading based on four (4) main projects which you will work on during class and at home. There will also be several quizzes, homework assignments, key exercises, and a portfolio of your work that will be graded. No final exam will be given.

Assignments

	Percentage
Quizzes	10%
Exercises & Homework	10%
Project 1: Typography Composition	15%
Project 2: Poster Series	15%
Project 3: Infographic	20%
Project 4: Portfolio	30%
	100%

Scale

Percentage	Grade
100-95.5%	A
95.4-92.0%	A-
91.9-89.0%	B+
88.9-84.0%	B
83.9-80.0%	B-
79.9-77.0%	C+
76.9-73.0%	C
72.9-70.0%	C-
69.9-68.0%	D+
67.9-60.0%	D
59.9% and below	F

Attendance Policy

Each student will be allowed two (2) unexcused absences and beyond that amount of unexcused absences the student's final grade will be reduced by 10% for each additional unexcused absence. Excused absences (doctor's note or cleared with me in advance) do not affect your grade. **If no documentation is presented within one day of your return to class the absence will be considered unexcused.**

Notes

The work that you submit is what will be graded. No exceptions.

Late Work: The maximum grade that can be attained for a late assignment (e.g., exercise, project, etc.) will be reduced by 15% for every day that it is late. You have a maximum of one class period to submit late work, otherwise you will receive a zero for the assignment.

You are required to participate in critiques and reviews in class. Reviews are intended to stimulate thought and discussion between you and your colleagues. It is a forum for learning as well as a standard practice for developing ideas.

Please be aware that I reserve the right to reduce grades at the end of the semester in some cases based upon your class attendance, participation in critiques and reviews, and the overall quality of your work.

Assignments and Grading

Grading Criteria: Exercises and Projects

During the course you will complete several lab exercises and homework assignments with Illustrator, Photoshop, and InDesign. These exercises are intended to give you a better understanding of the software tools in preparation for the other projects. As mentioned earlier, some of these short exercises will be graded and commented upon and you will be given credit for completing them on time.

This course requires effort and perserverance.

All grades are final, non-negotiable, and will not be approximated. No exceptions.

If your completed work is not submitted to the Dropbox you will receive a grade of zero for the assignment. No exceptions.

You are expected to remain in class until class is dismissed.

You are expected to complete all readings and to watch all tutorial videos that are assigned for homework.

All projects are to be completed as detailed in their respective project briefs and all project requirements must be followed.

If you are absent for more than 25% of the class periods during the term you will fail the course.

Be prepared to work on projects outside of class. You will be able to work on some projects during class sessions but that will not be enough. It is your responsibility to organize your time in order to meet the deadlines. Consider your production speed and make plans accordingly. Always work in advance. Please note that the lab will sometimes be locked when you expect otherwise. If this is the case, please do not contact me as I have no control over lab access. Regardless of such circumstances you are still expected to complete your assignments on time.

A note about lab hours: the computer labs are in use all day from Monday through Thursday for classes but they should be open for general use on Fridays and on Sundays.

		Topic/Theory*	Assignment
1-8	Wednesday	Introduction to MEJO 182 and orientation to the lab/ Introduction to Adobe Illustrator	
1-13	Monday	Introduction to Graphic Design/ Introduction to Adobe Illustrator	
1-15	Wednesday	The History and Theory of Graphic Design/ Introduction to Typography/ Adobe Illustrator	
1-20	Monday	HOLIDAY	
1-22	Wednesday	Introduction to Typography/ Adobe Illustrator	
1-27	Monday	Typography, Layout, and the Grid/ Adobe Illustrator	
1-29	Wednesday	Typography, Layout, and the Grid/ Color Theory	Exercise 1 is due
2-3	Monday	Typography, Layout, and the Grid/ Color Theory	
2-5	Wednesday	Critique	Project 1 is due
2-10	Monday	Introduction to Semiotics/ Introduction to Adobe Photoshop	
2-12	Wednesday	Introduction to Semiotics/ Introduction to Adobe Photoshop	Quiz No. 1
2-17	Monday	Poster Design/ Adobe Photoshop	
2-19	Wednesday	Poster Design/ Adobe Photoshop	
2-24	Monday	Poster Design/ Adobe Photoshop	Exercise 2 is due
2-26	Wednesday	Poster Design/ Adobe Photoshop	
3-2	Monday	Critique	Project 2 is due

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

		Topic/Theory*	Assignment
3-4	Wednesday	The History of Information Graphics	
3-9	Monday	HOLIDAY	
3-11	Wednesday	HOLIDAY	
3-16	Monday	Information Graphics - Dealing with Data and Statistics/ Information Design	Quiz No. 2
3-18	Wednesday	Information Graphics - Information Design	
3-23	Monday	Information Graphics	
3-25	Wednesday	Information Graphics	
3-30	Monday	Information Graphics	
4-1	Wednesday	Introduction to Publication Design/ Adobe InDesign	
4-6	Monday	Critique	Project 3 is due
4-8	Wednesday	Publication Design/ Adobe InDesign	
4-13	Monday	Publication Design/ Adobe InDesign	Quiz No. 3
4-15	Wednesday	Publication Design/ Adobe InDesign	
4-20	Monday	Publication Design	Exercise 3 is due
4-22	Wednesday	Publication Design	
		FINAL CRITIQUE	
5-1	**Friday**	**Final Critique @ 4pm**	**Project 4 is due**

*This is meant to be a guide for topics discussed in the course this semester. Some dates for topics may fluctuate depending upon the class' progress.

Working practices

Working Over a Network

You will turn in your assignments by uploading them to the server. A server is simply another computer with lots of hard drive space that is connected to the lab computers. This provides a central location from which you can access project files, post your assignments, and temporarily store your work. There will be four folders on the server in a master folder for MEJO 182: 1) Class Materials, 2) Drop Box, 3) Instructor, and 4) Students. All materials needed for class such as lecture videos, lecture notes, and demonstration files will be located in *Class Materials*. You will turn in or post your final exercises and projects into the *Drop Box*. The *Students* folder is for your use. You may store copies of your work or any other class related files in this folder. Please create a folder within *Students* with your name (e.g., John Doe) on it for storing your files.

The network that your lab computer uses to talk to the server is shared by the entire school and it can slow down or "freeze" if too many people try to use it simultaneously. If you open a file directly from the server it may "hang" when you are trying to save it and your work will be lost. There will be nothing that we can do to retrieve the file if this happens. BEFORE WORKING ON A FILE COPY IT TO THE DATA DRIVE ON YOUR COMPUTER AND THEN OPEN IT FROM THE DATA DRIVE TO WORK WITH IT. PLEASE NOTE: IF YOU COPY A FILE TO YOUR DESKTOP INSTEAD OF TO THE DATA DRIVE IT WILL BE ERASED AT THE END OF THE DAY. THE DATA DRIVE IS NOT ERASED UNTIL THE END OF THE SEMESTER.

While you may store copies of your work on the server during the semester other students will have access to that common folder which increases the chance of a file being accidentally damaged or lost. Also, I will maintain and organize our files on the server on a regular basis. If you do not have a backup you will lose your work. ALWAYS make a separate copy of your current work on a flash drive or other portable storage device before the end of class.

+++++++ ALWAYS BACKUP YOUR FILES ! +++++++

LOST FILES AT A DEADLINE ARE NOT EXCUSABLE AND WILL ADVERSELY AFFECT YOUR FINAL GRADE.

UNC Honor Code

The Honor Code (https://catalog.unc.edu/policies-procedures/honor-code/) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

Seeking Help

If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office's webpage (https://eoc.unc.edu/our-policies/ppdhrm/). UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at https://accessibility.unc.edu/.

Final Exam

Final exam times are based on the Hussman Spring 2020 final exam schedule. Exams are scheduled according to the day and start time of the first meeting of the course each week and held in the regularly assigned meeting room unless the instructor is otherwise notified. If you are unable to hold your final at the assigned time, contact Dr. Tuggle to check rescheduling options.

Accreditation

The Hussman School of Journalism and Media's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: http://hussman.unc.edu/accreditation . No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. The specific values and competencies addressed in this course are listed below:

- **Understand concepts and apply theories in the use and presentation of images and information;**

- **Think critically, creatively and independently;**

- **Conduct research and evaluate information by methods appropriate to the communications professions in which they work;**

- **Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;**

- **Apply basic numerical and statistical concepts;**

- **Apply tools and technologies appropriate for the communications professions in which they work.**